

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 NSCE-00 NSC-05 PRS-01 SS-15 SSO-00

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FM AMEMBASSY PARIS

TO USIA WASHDC

INFO SECSTATE WASHDC 3199

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USIA FOR DIRECTOR FROM PAO

STATE FOR EUR/P

STATE PASS WHITE HOUSE FOR FALKIEWICZ

E.O. 11652: N/A

SUBJ: REQUEST FOR FRENCH TV INTERVIEW PRESIDENT FORD

PRIOR FRANCO-AMERICAN QTE SUMMIT ENDQTE

1. JEAN-CLAUDE HEBERLE, EDITOR-IN-CHIEF FRENCH SECOND NETWORK TELEVISION NEWS, HAS APPROACHED DCM WITH REQUEST INTERVIEW PRESIDENT FORD ANYTIME PRIOR DECEMBER 11 FOR SCREENING SHORTLY BEFORE DECEMBER 14-16 FORD-GISCARD MEETING IN MARTINIQUE. HEBERLE WOULD LIKE 15-MINUTE INTERVIEW WHICH WOULD BE CUT TO ON-AIR TIME OF 9-10 MINUTES, QUESTIONS TO RANGE OVER BILATERAL, US-EUROPEAN, AND INTERNATIONAL ECONOMIC QUESTIONS. HEBERLE HAS OFFERED MAKE THIS INTERVIEW AVAILABLE OTHER TWO FRENCH TV NETWORKS AS WELL AS EUROVISION. HE ESTIMATES THAT MOST OF 19 MEMBERS EUROVISION WOULD TAKE ALL OR PART OF INTERVIEW.

2. HEBERLE, BECAUSE OF HIS EXTENSIVE AMERICAN EXPERIENCE (ORTF REPRESENTATIVE WASHINGTON 1967-72), EXCELLENT ENGLISH, AND HIGH PROFESSIONAL CCMPETENCE, WOULD BE LIMITED OFFICIAL USE

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ALMOST IDEAL CHOICE TO CONDUCT SUCH INTERVIEW.

3. IT IS HEBERLE'S OPINION, WHICH POST SHARES, THAT SHOULD PRESIDENT FORD AGREE INTERVIEW, GISCARD WOULD ACCORD RECIPROCAL INTERVIEW TO U.S. TELEVISION. IN OUR OPINION SUCH MUTUAL TELEVISION EXPOSURE OF TWO PRESIDENTS COULD SIGNIFICANTLY BROADEN PSYCHOLOGICAL BASIS FRANCO-AMERICAN AND BROADER ATLANTIC RELATIONSHIPS. AMOUR PROPRE OF OUR QTE MOST DIFFICULT END QTE ATLANTIC PARTNER WOULD NATURALLY BE FLATTERED IF PRESIDENT FORD ACCORDED FIRST FOREIGN TV INTERVIEW SINCE ASSUMING OFFICE TO FRENCH STATE TELEVISION.

4. FOR EUR/P: HEBERLE ASKS THAT THIS REQUEST ALSO BE BROUGHT TO ATTENTION DEPARTMENT PRESS SPOKESMAN ROBERT ANDERSON WITH WHOM HEBERLE SAYS HE ESTABLISHED CLOSE PROFESSIONAL CONTACTS BOTH IN WASHINGTON AND PARIS.

5. POST STRONGLY ENDORSES HEBERLE REQUEST AS PROVIDING EXCELLENT OPPORTUNITY INTRODUCE PRESIDENT G. FORD TO MASS FRENCH AUDIENCE ON MOST TIMELY AND APPROPRIATE OCCASION LIKELY TO ARISE FOR SOME TIME. BECAUSE OF HEBERLE'S OFFER TO SHARE WITH OTHER NETWORKS, THIS WILL BE ONLY REOUEST FOR PRE-SUMMIT TV INTERVIEW WHICH EMBASSY WILL ENDORSE.

6. REQUEST ADVISE.
ANDERSON

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Disposition Approved on Date:
Disposition Authority: shawdg
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Disposition Date: 28 MAY 2004
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Disposition Reason:
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